

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 -3 . (Cancelled)

4. (Currently Amended) The advertising method of claim 22, wherein the code image further comprises at least one or more of:

a parity area, which is formed of one or more parity cells, for providing parity information for confirming whether or not the colors or shades read from the data cells are correctly recognized during decoding;

a reference area, which is formed of one or more reference cells, for providing base colors or base shades for determining the colors or shades of data cells formed in the data area;
and

a control area, which is formed of one or more control cells, for representing commands or services which can be provided by the information represented in the data area.

5 - 19 (Cancelled)

20. (Currently Amended) An advertising method comprising the steps of:

setting up a code conversion table in which a plurality of characters including numerals and symbols are mapped to ~~corresponding~~ at least three kinds of colors or shades;

receiving address information for providing a service of a predetermined advertisement;

converting ~~characters~~ each character included in the address information into a combination of colors or shades according to the code conversion table; and
assigning a series of colors or shades which are converted corresponding to the characters
included in the address information to a plurality of cells ~~combining the converted colors or~~
~~shades to generate a code image~~ by combining the cells, wherein the code image is formed of a
plurality of cells in each of which one of at least three kinds of colors or shades is represented
and ~~which~~ can be physically or electronically represented.

21. (Previously Presented) The advertising method of claim 20, wherein index information is assigned to the address information and the index information is converted into colors or shades in the converting step.

22. (Previously Presented) The advertising method of claim 20, wherein the code image includes a data area formed of data cells each of which is represented by a converted color or shade.

23. (Previously Presented) The advertising method of claim 20, wherein a pattern including a vector line is used together with colors or shades in the converting step.

24. (Currently Amended) An advertising method comprising the steps of:
receiving a code image formed of a plurality of cells in each of which one of at least three kinds
of colors or shades are represented;

extracting characters contained in the code image according to a code conversion table in which a plurality of characters including numerals and symbols are mapped to ~~corresponding~~ at least three kinds of colors or shades;

forming an address information for providing a predetermined advertisement service, based on the extracted characters; and

providing the advertisement service according to the address information via a network.

25. (Previously Presented) The advertising method of claim 24, wherein the code image further includes service information related to the advertisement service which is provided by the address information.

26. (Previously Presented) The advertising method of claim 24, wherein the extracting step is performed in a user's computer.

27. (Previously Presented) The advertising method of claim 24, wherein the received code image is transmitted from a user's computer to a server, the extracting and forming steps are performed in the server, and then the address information is transmitted from the server to the user's computer.

28. (Currently Amended) An advertising service apparatus comprising:
a code conversion table in which a plurality of characters including numerals and symbols are mapped to ~~corresponding~~ one of at least three kinds of colors or shades;

an advertiser interface for receiving address information for providing a predetermined advertisement service, converting each character ~~characters~~ included in the address information into a combination of colors or shades according to the code conversion table; and assigning a series of colors or shades which are converted corresponding to the characters included in the address information to a plurality of cells ~~combining the converted colors or shades~~ to generate a code image by combining the cells, wherein the code image is formed of a plurality of cells in each of which one of at least three kinds of colors or shades is represented and ~~which~~ can be physically or electronically represented;

a user interface for receiving the code image in which colors or shades are represented, extracting characters contained in the code image according to the code conversion table, forming the address information based on the extracted characters and providing the advertisement service according to the address information via a network.

29. (Currently Amended) An advertising service apparatus comprising:

an image generating unit for converting address information for providing a predetermined advertisement service into a code image formed of a plurality of cells in each of which one of at least three kinds of colors or shades is represented and ~~which~~ can be physically or electronically represented, according to a code conversion table in which a plurality of characters including numerals and symbols are mapped to at least three kinds of ~~corresponding~~ colors or shades;

a data generating unit for extracting characters contained in the code image according to the code conversion table and generating the address information for providing the predetermined advertisement service based on the extracted characters; and

a service providing unit for providing the advertisement service according to the address information via a network.

30. (Currently Amended) An advertising method comprising the steps of:
assigning index information with respect to address information for providing an advertisement service and storing the address information and the index information;
converting characters included in the index information into a combination of colors or shades according to a code conversion table in which a plurality of characters including numerals and symbols are mapped to at least three kinds of ~~corresponding~~ colors or shades; and
combining the colors or shades to generate a code image formed of a plurality of cells in each of which one of at least three kinds of colors or shades is represented and ~~which~~ can be physically or electronically represented.

31. (Currently Amended) A computer readable recording medium which stores a program for executing a method, wherein the method comprises the steps of:
setting up a code conversion table in which a plurality of characters including numerals and symbols are mapped to at least three kinds of ~~corresponding~~ colors or shades;
receiving address information for providing a predetermined advertisement service;
converting each character~~characters~~ included in the address information into a combination of colors or shades according to the code conversion table; and
assigning a series of colors or shades which are converted corresponding to the characters included in the address information to a plurality of cells ~~combining the converted colors or shades~~ to generate a code image by combining the cells. wherein the code image is formed of a

plurality of cells in each of which one of at least three kinds of colors or shades is represented
and which can be physically or electronically represented.

32. (Currently Amended) A computer readable recording medium which stores a program for executing a method, wherein the method comprises the steps of:

receiving a code image formed of a plurality of cells in each of which one of at least three kinds of colors or shades are represented;

extracting characters contained in the code image according to a code conversion table in which a plurality of characters including numerals and symbols are mapped to at least three kinds of corresponding colors or shades;

forming address information for providing a predetermined advertisement service, based on the extracted characters; and

providing the advertisement service according to the address information via a network.

33. (Currently Amended) A computer readable recording medium which stores a program for executing a method, wherein the method comprises the steps of:

assigning index information with respect to address information for providing an advertisement service and storing the address information and the index information;

converting each character ~~characters~~ included in the index information into a combination of colors or shades according to a code conversion table in which a plurality of characters including numerals and symbols are mapped to at least three kinds of corresponding colors or shades; and

combining the colors or shades to generate a code image formed of a plurality of cells in each of which one of at least three kinds of colors or shades is represented and ~~which~~ can be physically or electronically represented.

34. (Previously Amended) The advertising method of claim 30, further comprising the steps of:

receiving the code image in which colors or shades are represented;

extracting characters contained in the code image according to the code conversion table;

forming the index information based on the extracted characters and finding the address information corresponding to the index information; and

providing the advertisement service according to the address information via a network.